

# Community Arts Grants Guidelines

## Welcome

The City of Carlsbad Cultural Arts Office serves to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in the City of Carlsbad and the Northern San Diego County region. As a component of many services and activities, the Cultural Arts Office manages funding programs to provide financial support to organizations, schools and individuals for specific contracted services through a competitive application and review process.

The Community Arts Grants program supports projects and activities in all disciplines that provide quality arts and cultural programming to Carlsbad residents and visitors. Our purpose is to:

- Reinforce the artistic and cultural opportunities and experiences for our residents;
- Provide arts education and lifelong learning opportunities for all ages;
- Support local and regional arts and cultural organizations as an important component of the economy and quality of life in Carlsbad and Northern San Diego County;
- Celebrate and promote Carlsbad as an exciting, vibrant and creative community destination for visitors and tourists throughout the world.

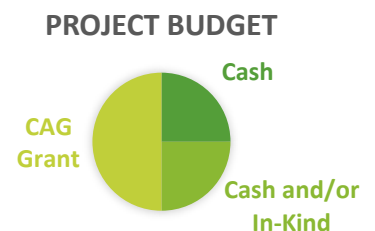
Cultural Arts Office Staff, working with the Carlsbad Arts Commission, actively review and evaluate all aspects of this program and processes and incorporate revisits in these guidelines. Changes occur throughout the funding calendar, and Cultural Arts Office staff will provide updates on changes as they are adopted.

## 2017 Information

- In 2017, we are pleased to have \$80,000 in funding for the Community Arts Grants.
- All applications for Community Arts Grants 2017 Arts Projects and School Art Programs are due on **Monday, October 31, 2016 at 4 p.m.**
- Programs and activities supported through the 2017 Community Arts Grant funding programs may take place Jan. 1 – Dec. 31, 2017.
- Two information sessions:
  - Monday, September 12, 2016, 5:30 – 7 p.m. in the Gowland Meeting Room at the City Library on Dove Lane, 1775 Dove Lane
  - Monday, September 19, 2016, 5:30 – 7 p.m. in the Community Room at Cole Library, 1250 Carlsbad Village Drive

## Matching Requirements

A 1:1 match is required for all awards, i.e. the city will provide up to a maximum of 50 percent funding for a project. All grant awards must be matched 1:1 with a minimum of 50% of the award match in cash. The remainder of the project budget may include a combination of cash and in-kind contributions from other sources, as identified in the project budget.



## Funding Types

- **Arts Projects** are requests by nonprofit organizations for specific arts projects and activities such as performances, exhibitions, residencies, workshops or lectures that provide arts opportunities that take place in Carlsbad.
- **School Arts Projects** are requests by Carlsbad public and non-profit schools for in-class and before/after-school projects involving teaching artists. Funded activities include: artists-in-residence, collaborative programs and events by student participants, and activities of school-based, student extracurricular organizations which are open to the public.

## Funding Requirements

### Requirements for All Applicants

- All applicants must be not-for-profit, tax-exempt organizations, as determined by either the Internal Revenue Service or the California State Franchise Tax Board.
- All applicants must be located in San Diego County.
- **All funded activities must take place within the City of Carlsbad.** The Cultural Arts Office reserves the right to negotiate the location of grant-funded activities.
- All funded projects must be publicly available for attendance or participation.
- No more than 25% of the grant request amount may be used to purchase supplies related to the project.
- For more information on ineligible organizations and activities, see **Appendix 2**.
- For definitions of terms, see **Appendix 3**.

### Arts Projects Requirements (Including Sponsoring)

- Arts Projects are requests by organizations for specific arts project activities such as performances, exhibitions, residencies, workshops or lectures that provide arts opportunities that take place in Carlsbad.
- Arts Projects are not for operational support, and awards must clearly be shown to be used for specific project based support.
- Fiscal sponsors:
  - Organizations or individuals who wish to apply but do not have not-for-profit status may apply through a fiscal sponsor.
  - All fiscal sponsors must be approved in advance by the Cultural Arts Office and will be responsible for receiving awarded funds and dispersing to the applicant with a service fee no more than 10% of the amount awarded to the applicant, if any.
  - An organization who acts as a fiscal sponsor is still eligible to apply for a Community Arts Grant for its own programs.

### School Arts Programs Requirements

- School Arts Programs are maximum **\$1,500** requests made by Carlsbad public and nonprofit schools for in-class and before- or after-school projects involving teaching artists, including artist-in-residencies, extracurricular organizations and collaborative programs and events by student participants which are open to the public.
- School Arts Programs requests are only available for Carlsbad public, nonprofit schools and authorized parent support groups.
- To be eligible for funding, any applying school or parent/booster organization must note:
  - In- school programs must not be activities that are part of the regular curriculum, and any teaching artist(s) funded through the Community Arts Grant must not be employed in the school district in which they will be leading activities to be funded by the Cultural Arts Office.
  - Out-of-school or after-school programs may utilize teaching artists that may also be employed in the district.

- Elementary and middle/intermediate schools may submit up to two applications per school site. High schools are not limited in the number of applications per school site, provided applications are for different artistic disciplines.
- All applicants are strongly encouraged to align their programming with the National Core Arts Standards and the State of California Visual and Performing Arts Content Standards.
- The City of Carlsbad reserves the right to limit the number of funded applications to any applicant, regardless of eligibility or score in the panel process, based on funding limitations or goals of the program in a given year.

## Program Schedule

### Application

The Community Arts Grants online application is comprised of eight sections and attachments. Descriptions of the attachments are included in the online application form.

- Section 1 – Summary Information
- Section 2 – Applicant/Project Information
- Section 3 – Organizational Budget History
- Section 4 – City of Carlsbad Community Arts Grants Funding History
- Section 5 – Projected Budget Information
- Section 6 – Narrative
- Section 7 – Attachments
  - a. Attachment 1 – Budget Itemization (see example in Appendix 1)
  - b. Attachment 2 – Financial Statements (Arts Projects only)
  - c. Attachment 3 – Board List
  - d. Attachment 4 – Documentation (optional but recommended)
  - e. Attachment 5 – Proof of Tax Exempt Status (first time applicants only)

A peer panel consisting of artists and arts professionals from Carlsbad and San Diego County, as well as members of the Carlsbad Arts Commission review and score all Arts Projects and School Arts Programs applications.

Applications are evaluated individually and given numerical scores assigned to sections of the application. These categories are outlined in detail in Section 6 – Narrative portion of the application, with the points assigned as follows:

- Project – 20 points
- Artistic/Cultural Merit – 30 points
- Administrative Capability – 10 points
- Community, Cultural and Social Impact – 40 points

Incomplete applications may not be referred to the peer panel. This includes any applications that do not include required documents or attachments, are handwritten or have incorrect information.

Cultural Arts Office staff will develop a funding plan based on the peer panel scores and present to the Carlsbad Arts Commission. The Carlsbad Arts Commission will review the peer panel scores and the Cultural Arts Office funding plan and make final decisions for awarding the Community Arts Grants.

## Applicant Requirements for Awards

### Forms and Procedures:

- 1. Application and Contract & Assurance Form**
  - a. The application outline is listed above.

- b. Once the application has been submitted, applicants must download the **Contract & Assurance Form** from the Cultural Arts Office website, sign and submit.

## 2. Revised Budget Form and Certification

- a. A notification letter of acceptance or denial will be sent to each annual program applicant by mid-December. All accepted applicants will receive an email containing:
  - i. Notification letter
  - ii. A link to the **revised budget form**, which will need to be completed online
  - iii. A **revised budget certification** form, which will need to be completed, printed, signed, received and approved by the Cultural Arts Office to receive first payment.
- b. If the application is awarded funding, **75 percent** of the payment will be awarded upon receipt of the **revised budget form**. The remaining **25 percent** will be awarded up processing of the **final report**.

3. Any proposed amendments to approved projects after submission of the **revised budget form** must be submitted in writing to the Cultural Arts Office by the grantee for approval before any grant funds are used. This includes, but is not limited to, changes in purpose, personnel, location, date, activities or budget.

## 4. Final Report and Certification

- a. Applicants that receive funding will be required to complete a final report that includes a summary of the project, submission of receipts and other documentation to substantiate the funded expenses, match and other items. The **final report** is due within 30 days after the project end date. Failure to submit an acceptable final report will make the applicant and/or individual artist ineligible to apply for future funding from the Community Arts Grant funding programs.
- b. The **final report** must be submitted online, and the **final report certification** will need to be completed, printed, signed, received and approved by the Cultural Arts Office to receive final payment.

## Requirements During Project Funding Period

### Financial management

Grant recipients are required to maintain accounts, records and evidence pertaining to costs incurred and revenues acquired under the respective grant program. Grantees should be able to provide upon request:

- Accurate, current and complete disclosure of the financial accounting (expenses and revenue) for the grant project.
- Records that adequately identify the sources and application of funds for grant sponsored activities.
- Accounting records that can be supported by source documentation, like invoices, receipts, bank statements, etc.

### Public Acknowledgement

- Grant recipients must credit the Cultural Arts Office for its support of the project in printed, electronic and broadcast promotion of the funded projects.
- The following acknowledgement must appear on all printed and electronic materials concerning the funded project: "This program is funded in part by a Community Arts Grant from the City of Carlsbad's Cultural Arts Office" as well as the Cultural Arts Office's logo, which will be provided to the applicant.
- Grantees failing to provide public acknowledgement may be required to forfeit the remaining grant funds due in the current cycle and/or be denied application in the next cycle.

### Promotion

Grantees are required to keep the Cultural Arts Office informed of all program dates and times. Grantees are encouraged and expected to:

- Give notifications and invitations to the Cultural Arts Office in order to extend them to the Carlsbad City Council and the Carlsbad Arts Commission at least two weeks in advance.

- Provide full and timely information to the Cultural Arts Office so grant-funded programs may be included in the Cultural Arts Office's publications, as opportunities arise. This includes providing high resolution photographs of the activities and participants of funded projects.
- Extensively promote funded events and projects.

### Site Visits and Program Attendance

The Cultural Arts Office staff may monitor grant projects during the course of the grant cycle, including potential site visits. The reports of these visits will be included in grant application files and provide a basis for evaluation of future requests.

## Application and Submission Information

### How to Apply

- Grant applications are available online at our website ([www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts)) and in print by calling the Cultural Arts Office, 760-602-2090.
- Grant applications must be submitted in the designated format, and must be complete, legible, and accurate.
- Delivery of application
  - Digital applications will be submitted online.
  - Printed applications can be mailed or hand delivered by the deadline to:
    - 1775 Dove Lane, Carlsbad CA 92011 ATTN: Cultural Arts Office
  - **All applications are due on Monday, October 31 at 4 p.m.**

### Staff Assistance

Cultural Arts Office staff are always available to assist applicants:

- Megan Gilby, Community Arts Coordinator, 760-602-2081, [megan.gilby@carlsbadca.gov](mailto:megan.gilby@carlsbadca.gov)
- Community Arts Grants Workshops:
  - a. Monday, September 12, 2016, 5:30 – 7 p.m. in the Gowland Meeting Room at the City Library on Dove Lane, 1775 Dove Lane
  - b. Monday, September 19, 2016, 5:30 – 7 p.m. in the Community Room at Cole Library, 1250 Carlsbad Village Drive

Carlsbad Arts Commission meetings:

- Arts Commission meetings are public, held throughout the year and provide opportunities for citizen comments on funding program guidelines, general and specific Arts Commission and Cultural Arts Office policies, objectives, budgets requests and other matters. During these meetings, public comments from organizations, artists and members of the public is encouraged.

## Appendices

1. Budget Itemization
2. Ineligible Organizations and Activities
3. Definitions

## Appendix 1: Sample Budget Itemization

You are required to submit a full itemization of each figure in your budget. That itemization is to be submitted as **Attachment 1**. The following is a sample of such a budget itemization.

**NOTE:** The numbers used in the itemization samples are presented solely as examples of budget itemization format. These numbers are examples only and are not to be used as recommendations of proper pay scales/expenses, etc. Applicants should provide sufficient details for staff and panels to clearly understand all components of the proposed budget.

### Projected Budget Information

	Project Income	Cash	In-Kind	Total	Notes
Earned Income	1 Total Admissions	3,000		\$ 3,000	Four shows x 50 seats x \$15 tickets
	2 Total Other Earned Income	900		\$ 900	\$700 two assemblies, \$200 for one workshop
	3 Total Earned Income			\$ 3,900	
Unearned Income	4 Total Private Support	2,500		\$ 2,500	Big Golf Corp \$2,000, two sponsorships at \$250 each
	5 Total Public Support	1,000		\$ 1,000	County grant
	6 Total Other Unearned Income	0		\$ -	
	7 Applicant Cash	2,000		\$ 2,000	
	8 CAG Request Amount	3,000		\$ 3,000	
	9 Total Unearned Income			\$ 5,500	
	10a Total Cash Income			\$ 12,400	
	10b Total In-Kind Support		0	\$ -	
	10c TOTAL INCOME	\$ 12,400	\$ -	\$ 12,400	

	Project Expenses	Cash	In-Kind	Total	Notes
11	Total Employee Costs	5,000	1,250	\$ 6,250	PD flat fee, four dancers for four shows, in-kind PD fee
12	Total Non-Employee Costs	600	0	\$ 600	Two workshops \$200 each, one lecture demonstration at \$200
13	Space Rental	3,600	1,600	\$ 5,200	DEF Theater four performances at \$900, in-kind ABC Theater two at \$250
14	Travel	0	0	\$ -	
15	Marketing, Promotion, Publicity	350	0	\$ 350	Printed Fliers and Postage
16	Total Other Expenses	0	0	\$ -	
17	TOTAL EXPENSES	\$ 9,550	\$ 2,850	\$ 12,400	

#### Budget Notes:

- \* The budget must balance. Total income must equal total expenses.
- \* Round all budget figures to the nearest whole dollar.
- \* You will only be able to fill out the cells highlighted in green.
- \* Enter a '0' in any cells that you don't have an amount to add.
- \* The form will self-populate your totals.
- \* In the Notes column, explain numbers. For example, if your total admissions is \$1,000, enter "4 shows, 50 attendees, \$5 each."

## Appendix 2: Ineligible Organizations and Activities

Listed activities may not be included in the project(s) budget as expenses or matching funds.

### ***The City of Carlsbad will NOT award grants to:***

- Organizations receiving funding through City of Carlsbad Community Activity Grants.
- Governmental agencies or public authorities
- Applicants that have a “delinquent” status with the Community Arts Grants Funding Programs
- Previously completed activities
- Religious and/or sectarian programming or any programming and/or services that are solely for the promotion of or consumption by a specific religious order and/or a particular sect
- Cash reserves or endowments of any kind, as awarded funds are to be expended within the designated funding period
- Capital expenditures\*, including construction, renovation or purchase of real property
- The purchase of computer software/hardware
- Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered
- Programs and/or services of Carlsbad-based arts and cultural organizations that benefit other cities or regions
- Applications that do not support nonprofit, public art activities or projects that benefit a for-profit business or activity
- Sponsored projects that benefit the sponsoring organization or are an extension of the sponsoring organization’s programs or services
- Support groups and/or “friends of” organizations of City departments or facilities
- Operating costs not associated with the project
- Costs associated with the start-up of a new organization
- School programs traditionally part of the academic curriculum
- Applications to reduce existing deficits

#### **\*Capital Expenditures Exception:**

- Purchases or repairs of arts-specific equipment with the capability of extended use over several years (musical instruments, kilns, etc.) are permitted. Proposals requesting funds for such expenses should be discussed in advance with the Cultural Arts Office staff and may not exceed \$500 in requested funds.

### ***Funding may NOT be used for...***

- Fund-raising expenses
- Projects or activities by colleges or universities for on-campus activities not intended for the general public.
- Consultants who are members of an applicant’s staff or board
- Payments to students
- Scholarships, fellowships or tuition assistance
- Capital expenditures\*
- Costs incurred before the start of the funded project (earliest start date is Jan. 1, 2016)
- Arts activities outside the City of Carlsbad
- Entry fees for competitions
- Pageants, fund-raising events or hospitality costs
- Travel expenses\*\*:  
transportation/mileage/lodging/meals
- Publication of manuscripts or compositions not created as part of a grant-supported project
- Activities not open to the Carlsbad general public
- Grant management costs, grant writing fees, application preparation costs, sponsorship fees, or any other grant preparation and management fees.
- Purchase of awards, cash prizes, contributions or donations.
- Food or beverages for hospitality
- Entertainment or reception functions
- Internal programs at colleges or universities
- Curriculum development or curricular activities
- Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree
- Creation of textbooks/classroom materials.

#### **\*\*Travel Expenses Exception:**

- Arts In Schools program applicants may include student bus travel as an identified expense.



## Appendix 3: Definitions

**Activity** – Refers to the specific project or range of operations proposed for cultural funding.

**Admissions** – Revenue derived from fees earned through sales of services. Include ticket sales of proposed events, sales of workshops, etc., to other community organizations, government contracts for specific services, performances or residence fees, tuition, etc.

**Applicant Cash** – Funds from the applicant's resources allocated to this project.

**Arts and Education** – Artists who collaborate with schools, nonprofit organizations and communities to provide arts education at the K-12 level, workforce development, adult or audience development and/or other arts education activities.

**Arts and Cultural Organization** – An organization that either has Federal 501 (c) status or is incorporated within the State of California.

**Capital Expenditures** – Expenses for purchases of building or real estate, renovations or improvements involving structural change, payments for roads, driveways or parking lots, permanent and generally immobile equipment such as grid systems or central air conditioning, etc., and expenses for additions to a collection.

**Community Outreach** – A demonstrated commitment to extending services or benefits to communities traditionally under represented by the arts, defined by: 1) participation drawn from the underserved community, 2) providing resources and 3) collaborating with existing community artists.

**Corporate Support** – Cash support derived from contributions given for the proposed activities by businesses, corporations and corporate foundations, or a proportionate share of such contributions allocated to this activity.

**Cultural Arts** – The conscious use of skill and creative imagination, especially in the production of aesthetic objects (music, dance, theater, folk art, literature, performance art, visual art, media, etc.).

**Cultural Tourism** – The use of the performing and visual arts, as well as food, festivals, architecture, and other phenomena that contribute to the cultural vitality of a city, in order to attract tourists to a specific city/geographic region.

**Dance** – Including, but not limited to, ballet, jazz, avant-garde and modern, experimental, ballet folklorico, folk, ethnic, traditional, or historic dance forms and collectives of individual choreographers.

**Earned Income** – Revenue raised by selling items or services, such as admission, concessions, and space or equipment rental. Donations and grants are considered unearned income.

**Educational Institutions** – Public or private schools, colleges and/or universities.

### **Employee Costs:**

**Administrative** – Payments for employee salaries, wages, and benefits specifically identified with this activity for executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund-raisers, clerical staff such as secretaries, typists, bookkeepers, and supportive personnel such as maintenance and security staff, ushers, and other front-of-the-house and box office personnel.

**Artistic** – Payments for employee salaries, wages, and benefits specifically identified with this activity for artistic directors, conductors, directors, curators, dance masters, composers, choreographers, designers, video artists, film makers, painters, poets, authors, sculptors, actors, dancers, singers, musicians, instructors, puppeteers, etc.

**Technical/Production** – Payments for employee salaries, wages, and benefits specifically identified with this activity for technical management and staff, such as technical directors, wardrobe, lighting and sound crew, stage managers, stage hands, video and film technicians, exhibit preparers and installers, etc.

**Federal Support** – Cash support derived from grants or appropriations given for the proposed activities by agencies of the federal government, or a proportionate share of such grants or appropriation allocated to this activity.

**Foundation Support** – Cash support derived from grants given for the proposed activities by private foundations or a proportionate share of such grants allocated to this activity.

**Individual Artist Project** – Artistic work, activities, or services created/performed by an individual artist or a collection of artists not formally organized as a group. A group of artists collaborating on a project is not necessarily considered a formally organized group. A group that is not incorporated as a nonprofit with the State of California will be considered an individual artist project.

**In-Kind Contributions** – Services or goods contributed to an individual artist or organization for which one would otherwise have to pay. Services or goods provided by artists in a funded project, contract agency employees, or board members fulfilling board duties are not considered in-kind services.

**Literature** – Readings, workshops, and the publication of works of local writers including poetry, scripts, fiction, non-fiction, and sound or performance works. Projects of literary nonfiction such as essays, creative writing depicting actual events, biography, autobiography or other prose must be deemed worthy of support as an art form.

**Marketing** – All costs for marketing, publicity, and/or promotion specifically identified with the activity. Include costs of newspapers, radio and television advertising, printing and mailing of brochures, flyers, and posters directly connected to promotion, publicity or advertising.

**Media Arts** – Creating, producing, recording, presenting, promoting or supporting film, video, audio, media programming and multi-media installation. Areas of concentration include, but are not limited to, animation, live action, electronic image manipulation, documentary, drama and multimedia productions.



**Multidisciplinary** – Fusing two or more art forms in a single event or programming. Only those projects that are not appropriate for funding in other artistic disciplines should apply for funding under multidisciplinary. It is important that you refer to the appropriate discipline components when applying in this category.

**Music** – Classical, traditional, and new music including but not limited to symphonic, orchestral, opera, chamber, choral, contemporary, early, vocal, popular, concert band, jazz, ethnic, gospel, electronic and computer music.

**New Applicant** – An organization or artist that has not received funding through the Community Arts Grants Funding Program(s) for two cycles within the last five fiscal years.

**Non-Arts Organization** – A nonprofit 501(c) organization whose primary mission is not related to the arts but has a documented history of providing arts programming and/or services within the City of Carlsbad.

**Non-Employee Costs:**

**Administrative** – Payments to firms or persons for administrative services of individuals who are not normally considered employees of the applicant, but consultants or the employees of other organizations whose services are specifically identified with the activity.

**Artistic** – Payments to firms or persons for the artistic services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations, whose services are specifically identified with the activity.

**Technical/Other** – Payments to firms or persons for other services of individuals who are not normally considered employees of the applicant, but consultants or the employees of other organizations whose services are specifically identified with the activity.

**Nonprofit Organization** – An organization with tax-exempt status under Section 170c of the Internal Revenue Code of 1954 as amended (501(c) status) which ensures no part of net earnings benefits a private individual. Status may be in process at time of application but must be confirmed prior to contracting.

**Opera/Musical Theatre** – Including but not limited to traditional opera and musical theater, operetta, Broadway musical comedy, nontraditional music theater such as documentary music theater, blues and jazz musicals, new music theater pieces and still evolving forms of musical theater.

**Other Expenses** – All expenses not entered in other categories and specifically identified with the activity, such as: scripts and scores, lumber and nails, electricity, telephone, storage, postage, interest charges, photographic supplies, publication purchases, sets and props, food consumed on premises, equipment rental, insurance fees, etc.

**Other Private Support** – Cash support derived from cash donations given for this activity or a proportionate share of general donations allocated to this activity. Do not include corporate, foundation, or government contributions and grants. Include gross proceeds from fund-raising events.

**Other Unearned** – Revenue derived from sources other than those listed above. Include catalog, sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

**Professional Development** – Opportunities, workshops or training that help staff members and/or individual artists enhance their artistic or administrative skills.

**Public Art** – A permanent or temporary installation of art in a publicly visible and/or accessible location. Note: Applicants proposing public art projects must obtain permission from the property owner prior to the application deadline.

**Service Organization** – An organization that provides services related to the presentation, execution, management and exhibition of the arts.

**Sponsoring Organization** – A 501(c) nonprofit organization that assumes all fiduciary and contractual responsibilities so an individual artist or unincorporated group may receive funding from the city.

**Space Rental** – Payments specifically identified with the activity for rental of office, rehearsal, theatre, hall, gallery and other such spaces.

**State Resources** – Funds distributed by the California Arts Commission for this project.

**Theatre/Performance Art** – Producing, presenting, promoting, exhibiting, recording, or supporting theatre and performance including, but not limited to: performance art, folkloric, cultural, drama, comedy, ensemble and solo work, and avant-garde performance.

**Travel** – All costs directly related to travel of an individual or individuals and specifically identified with the activity. Includes fares, hotel and other lodging expenses, taxis, per diem payments, toll charges, mileage, etc. For trucking, shipping or hauling expenses, see Other Expenses.

**Unearned Income** – Revenue that is donated, such as grants and donor contributions.

**Underserved Audiences** – Those who lack access to arts programs, services, or resources due to geography, economic conditions, cultural background, sociopolitical circumstances, disability, age, or other demonstrable factors; or those who do not generally have the opportunity to see their lives, culture or experiences reflected through the arts. This includes, but is not limited to, diverse racial, ethnic, cultural, age, and gender groups and persons with disabilities.

**Visual Arts** – Producing, presenting, promoting, exhibiting, recording, or supporting visual arts, both historic and contemporary, including, but not limited to, painting, sculpture, drawing, printmaking, ceramics, fiberglass, glassmaking, photography, jewelry, textiles, and new technology such as computer art, holography, etc.